

**Directions:**

Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

**Rating Scale:**

- 3 Mastered** – can work independently with no supervision  
**2 Requires Supervision** – can perform job completely with limited supervision  
**1 Not Mastered** – requires instruction and close supervision  
**N No Exposure** – no experience or knowledge in this area

NOTE: The code in parentheses is the competency identification number used in computerized management systems.

3	2	1	N	
				The student has mastered the related competencies of Agricultural Science I and II.

3	2	1	N	A. Agriculture as an Industry	Notes:
				1. Explain the role of agriculture in today's economy (A001)	
				2. Identify opportunities for employment in agribusiness sales, marketing, and management (A002)	
				Other:	

3	2	1	N	B. Economic Principles in Agribusiness	Notes:
				1. Describe how supply and demand interact to determine the price of agricultural commodities (B001)	
				2. Determine the point of maximum net returns (profit) given a sample list of inputs and outputs and the prices of each (B002)	
				3. Determine the per-unit fixed and variable costs of producing a given output (B003)	
				4. Determine the most profitable amount of substitution for inputs and/or outputs in an agribusiness (B004)	
				5. Identify the opportunity cost of choosing one economic alternative over another (B005)	
				6. Identify the major markets for price discovery in the United States (B006)	
				7. Explain how the government is involved in the economics of agriculture (B007)	
				Other:	

3	2	1	N	C. Financial Management	Notes:
				1. Explain how to manage financial resources (C001)	
				2. Develop a budget (C002)	
				3. Describe the sources of credit and credit guidelines (C003)	
				4. Develop a savings and investment plan as part of a complete financial plan (C004)	
				Other:	

3	2	1	N	<b>D. Personal Development</b>	<b>Notes:</b>
				1. Describe how to develop a positive work attitude (D001)	
				2. Describe how to develop positive workplace relationships (D002)	
				3. Describe how to receive and give criticism (D003)	
				4. Describe what is considered to be ethical behavior in the workplace (D004)	
				5. Use goals to plan projects and solve problems (D005)	
				6. Develop stress management techniques (D006)	
				7. Develop a plan for finding a job (D007)	
				8. Develop a resume and complete a job application (D008)	
				9. Explain how to apply and interview for a job (D009)	
				Other:	

3	2	1	N	<b>E. Communication Skills</b>	<b>Notes:</b>
				1. Utilize verbal and nonverbal communication skills, as well as effective listening (E001)	
				2. Use written communication skills in the sales process (E002)	
				3. Describe the proper use of communications technology (E003)	
				Other:	

3	2	1	N	<b>F. Preparing for a Sale</b>	<b>Notes:</b>
				1. Differentiate between selling environments and the salesperson's role in each of these environments (F001)	
				2. Identify different communication styles and use this information to improve the sales presentation technique (F002)	
				3. Describe the factors that motivate a person to make purchases and how to identify these factors in an individual (F003)	
				4. Describe how to obtain product, company, and industry knowledge and use it in a sales presentation (F004)	
				5. Identify potential customers and the best method for approaching them (F005)	
				Other:	

3	2	1	N	<b>G. Making a Sale</b>	<b>Notes:</b>
				1. Demonstrate techniques for building rapport with customers (G001)	
				2. Identify customer needs (G002)	
				3. Recognize the steps and tools involved in constructing an effective sales presentation (G003)	
				4. Demonstrate techniques for closing a sale (G004)	

				5. Identify the activities the salesperson must do after the sales presentation to maintain a long-term relationship with the customer (G005)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>H. Promotional Tools</b>	<b>Notes:</b>
				1. Describe the components and purpose of a promotional campaign (H001)	
				2. Develop a print advertisement (H002)	
				3. Develop a public relations campaign (H003)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>I. Entrepreneurship</b>	<b>Notes:</b>
				1. Describe the basic concepts of a free market system (I001)	
				2. Identify the forms and characteristics of business ownership (I002)	
				3. Identify and evaluate business opportunities (I003)	
				4. Prepare an income statement (I004)	
				5. Prepare a balance sheet (I005)	
				6. Summarize cash flow and project a statement of cash flows (I006)	
				7. Describe how to obtain financing for a business (I007)	
				8. Explain the importance of making business decisions (I008)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>Leadership &amp; Personal Development for Advanced Students (Leadership Duty C)</b>	<b>Notes:</b>
				1. Develop a resume and complete a job application (C001)	
				2. Develop a plan for finding a job (C002)	
				3. Describe how to apply and interview for a job (C003)	
				4. Describe the characteristics needed to develop desirable personal and social skills (C004)	
				5. Describe the importance and process of developing better human relationships (C005)	
				Other:	

<b>3</b>	<b>2</b>	<b>1</b>	<b>N</b>	<b>Using the Missouri Farm Business Record Book (SAE Duty D)</b>	<b>Notes:</b>
				1. Describe the two types of accounting methods (D001)	
				2. Complete the forms needed to open the Missouri Farm Business Record Book (D002)	
				3. Develop a projected cash flow (D003)	
				4. Record receipts and expenditures in the Missouri	

				Farm Business Record Book (D004)	
				5. Complete additional records in the Missouri Farm Business Record Book (D005)	
				6. Complete the forms necessary to summarize the Missouri Farm Business Record Book (D006)	
				7. Analyze the farm business using the Missouri Farm Business Record Book (D007)	
				Other:	